



APPLIES TO ACADEMIC YEAR 2009/2010

EXC 3414 Marketing Management

Programme

Bachelor in Business Administration (1. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

Learning outcome

This course will introduce you to basic marketing problems and perspectives and the contexts in which they arise. It will help you to develop abilities to structure and analyze such problems, and provide the appropriate tools and concepts for solving them. Founded in the customer equity management tradition, the course will concentrate on marketing topics, which will help the marketing manager to attract and keep the right profitable customers as a means to enhance the firm's share holder value. It is expected that the students get the understanding of the following:

Acquired knowledge:

The students should learn to know important concepts and central marketing models like the four principles of marketing being: target market, customer needs, integrated marketing, and profitability.

Acquired skills:

The students should understand how the marketing function is contributing to the understanding of the customer's needs and wants, how this information is influencing the product and the service portfolio and the resulting consequences for the company's or the organization's ability to reach it's goals.

Reflection:

The student should learn to know about an organization's or a company's role in the society and be able to reflect about social and ethical rules.

Prerequisites

None.

Compulsory reading

Books:

Kotler, Phillip and Kevin Lane Keller. 2009. Marketing management. 13th ed. Upper Saddle River, N.J. : Pearson/Prentice Hall. Chapters: 1, 2, 6, 8, 9, 10, 11, 12, 14, 15, 17, 20.

Recommended reading

Course outline

Chapter 1: Defining Marketing for the 21st Century
Chapter 2: Developing Marketing Strategies and Plans
Chapter 6: Analyzing Consumer Markets
Chapter 8: Identifying Market Segments and Targets
Chapter 9: Creating Brand Equity
Chapter 10: Crafting the Brand Positioning
Chapter 11: Dealing with competition
Chapter 12: Setting Product Strategy
Chapter 14: Developing Pricing Strategies and Programs
Chapter 15: Designing and Managing Integrated Marketing Channels

Chapter 17: Designing and Managing Integrated Marketing Communications
Chapter 20: Introducing New Market Offerings

A more detailed course outline with the appropriate dates will be published on Black Board at the startup of the course.

Computer-based tools

None.

Learning process and workload

Lecture and in-class discussion. Emphasis is on text reading and comprehension. Each student will also participate in a series of in-class active learning projects utilizing small group interaction.

During each session a lecture period will cover the primary material from the chapters assigned. The active learning section then follows. The students will in some sessions be exposed to 1-2 page cases and exercises that are intended to reinforce material from the primary text and topics from the formal lecture. Some videos will also be used. Students will be asked to form small groups to discuss material, reach conclusions, present opinions, and defend those opinions in class. Because of class size, each student may not have an active speaking role in every class. However, each student will have had the opportunity to discuss opinions within the small groups that will be used to discover and elaborate on the material given during class.

The lecture period will, to some extent, be based on two-way communications. It is expected that the students will be contributing with questions and examples from their own business experience. A slightly informal setting is to be used.

The students are put together into groups limited to 3 students per group. Each group is required to hand in two cases during the semester.

| Activity | Use of hours |
|---------------------------------------|--------------|
| Participating in class | 36 |
| Preparation for cases | 24 |
| Group work | 20 |
| Reading and other preps | 120 |
| Total use of hours recommended | 200 |

Use of hours

Use of resources

Lecturing and discussion in class 33
Guidance home assignments 9
Administration 3

Examination

During the course, the students are tested through three exams (three parts). All exams have to be passed to get the final grade. Two of the three exams are cases that are handed out at the start of the course.

Part 1 – Case assignment 1, can be resolved individually or by a student group limited to three students per group. Number of pages should be 6-8.

Part 2 – Case assignment 2, can be resolved individually or by a student group limited to three students per group. Number of pages should be 6-8.

Part 3 – Three hours written exam.

Exam code(s)

EXC 34141 – Case assignment 1, counts for 20 % of the grade.

ECX 34142 - Case assignment 2, counts for 20 % of the grade.

EXC 34143 – Written exam. Counts for 60 % of the grade.

Examination support materials

Assignments (case) - all aids allowed.

Written exam - no aids are allowed.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Re-takes are possible in the following semester. Each part of the exams might be retaken separately.

Additional information